

# SCOTTSDALE TRANSPORTATION COMMISSION REPORT

To: Transportation Commission  
From: Madeline Clemann, Transit Supervisor  
Meeting Date: February 20, 2014



## ITEM IN BRIEF - EAST VALLEY DIAL A RIDE UPDATE

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**Action: None, Information to the Commission**

### **Background**

Scottsdale has for many years provided paratransit services beyond those required by the Federal government. The City continuously improves pedestrian access from neighborhoods to accessible transit vehicles, provides Dial-a-Ride service to compliment fixed route transit service and provides subsidized taxi vouchers to seniors and disabled individuals.

Together these accessible services provide a network of accessible transportation options to our community members and visitors. Dial-a-Ride service functions as a "safety net" to meet basic life needs, it is not intended or expected to meet all of an individual's travel needs. The transportation options Scottsdale provides improve the lives of individuals who, because of a disability, cannot easily use fixed route service or drive a car. Scottsdale's paratransit services surpass Federal Americans with Disabilities Act (ADA) regulations.

Valley Metro is the overarching coordinator of regional transit services in Maricopa County. Within the Valley there are seven Dial-a-Ride regions or operations. Valley Metro's Board has several goals for paratransit service including:

- Strengthen and enhance ADA paratransit eligibility certification process
- Improve effectiveness and efficiency of Dial-a-Ride operations
- Improve regional coordination and service consistency

The East Valley Dial-a-Ride partnership (EVDAR) was established in 1999 and includes the cities of Chandler, Gilbert, Mesa, Scottsdale, and Tempe. Together, the cities provide Dial-A-Ride service through a single contract and share in the service cost according to the trips generated from each city.

Valley Metro has pursued establishing coordination amongst the various Dial-a-Ride operations. As a result, the agency has been successful in forming a Northwest and a Southwest Valley region much like the East Valley regional group.

### Service Delivery Model Change

There are two models generally used nationwide to deliver Dial-a-Ride service – a single operator model and a broker model. Each model can have many variations. Until the end of Fiscal Year 2012 East Valley Dial-a-Ride utilized the single operator model. The organization provided medium sized vehicles to a contract operator. The contractor operated a call center, where service calls were received, trips scheduled, and

assignments dispatched to vehicle drivers. Along each trip clients boarded and alighted. The constant pick-up and drop-off greatly extended the trip time and length for many riders.

In Fiscal Year 2014, the East Valley partners researched and then implemented a two-year pilot program, changing operations to a broker model. This new model uses multiple operators under one umbrella organization called a broker. The broker owns a call center and provides scheduling and dispatch tasks for all the service providers. The vehicles are owned by the operator.

The bid for the pilot program was awarded to Total Transit. Valley Metro administers the contract and provides service oversight. The system is based primarily on use of taxi vehicles, while larger lift equipped vans are used when necessary. The broker provides 75 percent of the service with its own taxi fleet, while 25 percent of the service is provided by other transportation providers including private companies and nonprofit agencies. Since taxi vehicles are located throughout the service area, passengers can be loaded quickly. The majority of trips accommodate only one person, and thus have much quicker arrival times and much shorter total trip times.

#### Service Area

The core service area for East Valley Dial-a-Ride includes the majority of the geography of each city and is calculated as the area within three-quarters of a mile of every fixed transit route. Due to the extension of the Route 72 north to Thompson Peak Parkway, Scottsdale's core paratransit service area increased in 2011. The majority of the service area, however, is south of Frank Lloyd Wright Boulevard.

#### Program Goals

The primary goals of the pilot program were to reduce capital and operating costs and improve service quality. Since the program was initiated in fiscal year 2013, costs have been reduced substantially. Passenger survey information indicates that service has improved and goals have been met. However, we are dedicated to continue improvements.

#### Customer Opinions

Five service categories were surveyed in 2011 and 2013 (phone service, driver safety, driver courtesy, vehicle cleanliness, and vehicle comfort). Both surveys revealed that Scottsdale and system-wide participants were at or above 92% satisfaction for phone service, driver safety, driver courtesy, and vehicle cleanliness. There were slight increases in these four categories between the 2011 and 2013 surveys. The 2013 system wide opinions indicated comfort increased from 89 to 96 percent overall and Scottsdale participants increased their rating from 87 percent to 95 percent.

#### System Performance

System complaints (per 1,000 boardings) have decreased overall since the system was implemented; however, Scottsdale complaints have increased and are now at the same level as the system overall (1.1 complaints per 1,000 boardings). On-time performance (number of trips that arrive within 5 minutes of scheduled time) for both the region and for Scottsdale trips has increased to over 98 percent.

### Financial Results

The average Scottsdale trip is less expensive than the average East Valley Dial-a-Ride trip, \$22.34 versus \$26.85. Scottsdale trips are shorter than other city trips. However, the cost per trip is three times greater than Scottsdale's Cab Connection program (\$7.92 per trip). The change in service delivery model saved Scottsdale \$800,000 in the first year and an estimated \$600,000 in year two.

### Fare Increase Effects on Cab Connection Program

On October 1, 2013 the non-Americans with Disabilities Act certified (non-ADA) riders East Valley Dial-a-Ride fare increased from \$1.00 (plus a zone fare) to \$2.50 (plus 50 cents per mile). This overall fare increase for non-ADA participants had two results: 1) the number of ADA trips increased, and 2) the number of non-ADA trips decreased (more than the number shifting to the ADA category). For Scottsdale, the non-ADA participants became Cab Connection participants. The number of participants increased since October 2013 by 155. The number of Cab Connection trips for Fiscal Year 2014 is estimated to increase by at least 6,000. On average there are 31 new participants joining the program each month. Not all new participants transfer from the dial-a-ride system. A portion of the increase is believed to be due to increases in Scottsdale's aging population.

### Improvement Opportunities

Valley Metro has closely monitored the new program and has identified opportunities for improving service in the short term and long term. The short term improvements include:

- Implement trip-by-trip eligibility – individuals can only use the service when conditions relating to their disability are met (e.g., temperature outside exceeds 90 degrees, walk to a bus stop is over a half mile, etc.)
- Integrate with fixed-route service (using Dial-a-Ride to travel to a bus stop, and using fixed route service or rail to the final destination)
- Improve data and reports
- Improve contractor accountability

Longer term opportunities include:

- Eliminate transfers between Scottsdale and Phoenix trips
- Broaden the Platinum Pass program to more jurisdictions
- Implement SmartCard technology

Valley Metro will further analyze the pilot program during the next six months to provide the East Valley Dial-a-Ride partnership information assisting the decision to continue the broker program or return to a single operator program.

# East Valley Dial-A-Ride Service Update

Scottsdale Transportation  
Commission Presentation  
February 20, 2014



*Scottsdale Transit*

# Paratransit Service provides:

- More flexible transportation options
- Improved lives for individuals who cannot easily use fixed route service or drive a car
- Federal ADA regulation compliance



# Federal Paratransit Requirements

- Paratransit is:
  - For people with disabilities who are unable to use fixed-route service
  - A "safety net" to meet basic life needs
  - Not intended to meet all travel needs
  - Required to be comparable to the fixed-route system (schedules and fares)



# Primary Regional Goals

- Strengthen and enhance ADA paratransit eligibility certification process
- Improve effectiveness and efficiency of Dial-a-Ride operations
- Improve regional coordination and service consistency

# Regional Dial-A-Ride Systems

- Seven Dial-A-Ride Regions in Maricopa County
  - East Valley Dial-A-Ride  
(Chandler, Gilbert, Mesa, Scottsdale, Tempe)
  - Northwest Valley (El Mirage, Surprise, Sun City, Sun City West and Youngtown)
  - Southwest Valley (Avondale and Litchfield Park)
  - Glendale
  - Peoria
  - Phoenix
  - Paradise Valley



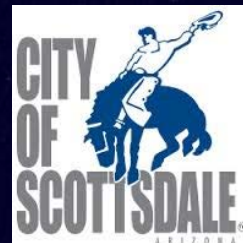


# Dial-A-Ride Service Models

- Single operator
  - One entity schedules, dispatches, and operates service using one call center
  - Vehicles owned by operator or agency
- Broker
  - Multiple operators
  - One shared scheduling and dispatch center
  - Vehicles owned by operators

# East Valley Dial-A-Ride (EVDAR)

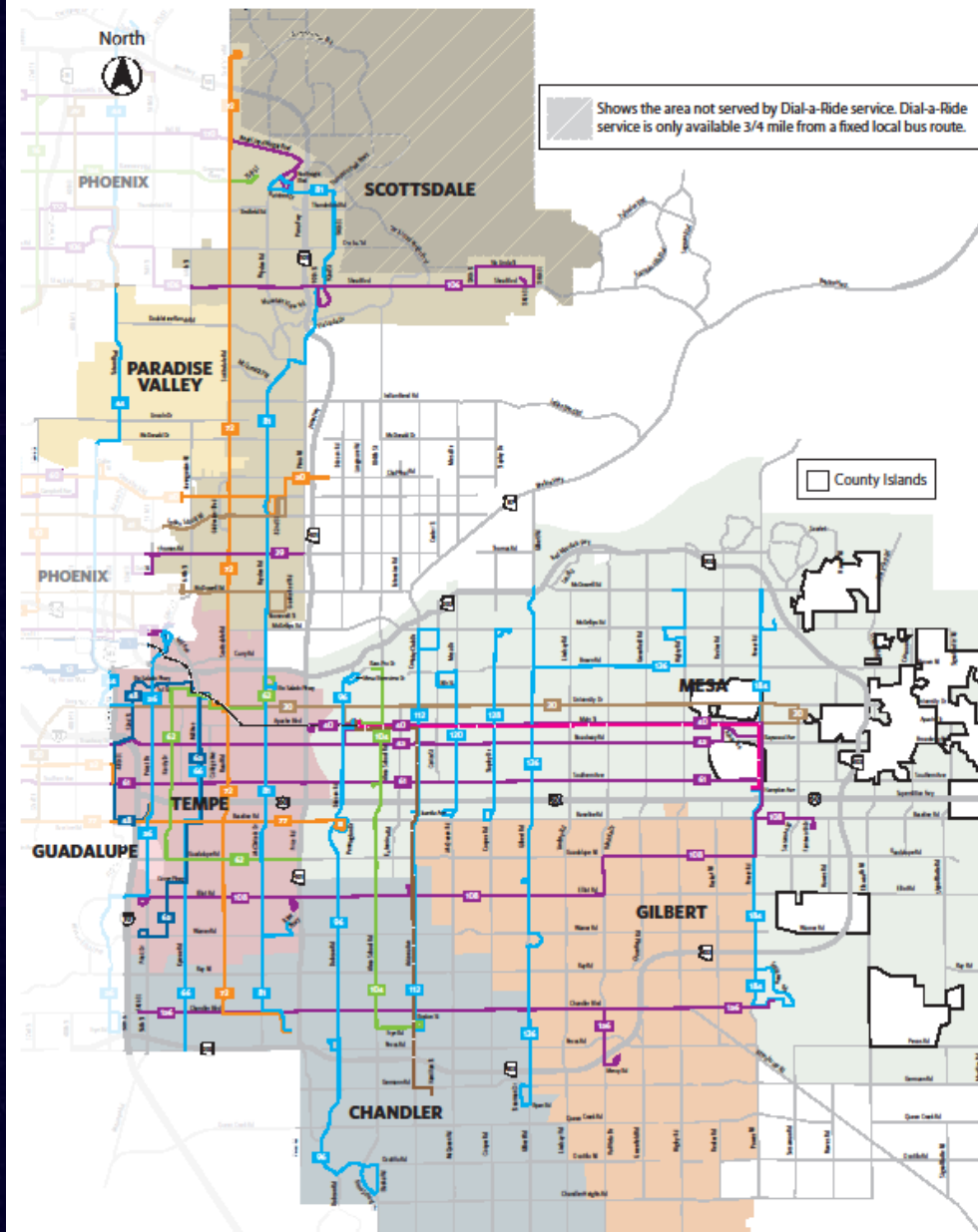
- Sub-regional East Valley organization
- Established 1999
- Partnership with 5 cities (Chandler, Gilbert, Mesa, Scottsdale, Tempe) and Valley Metro
- Consolidates service and meets Federal ADA guidelines



# Paratransit Core Service Area

- Based on fixed route service
  - Provided to participants within 3/4 mile of fixed routes
  - Service area includes “islands” between routes

# East Valley Dial-A-Ride Core Service Area

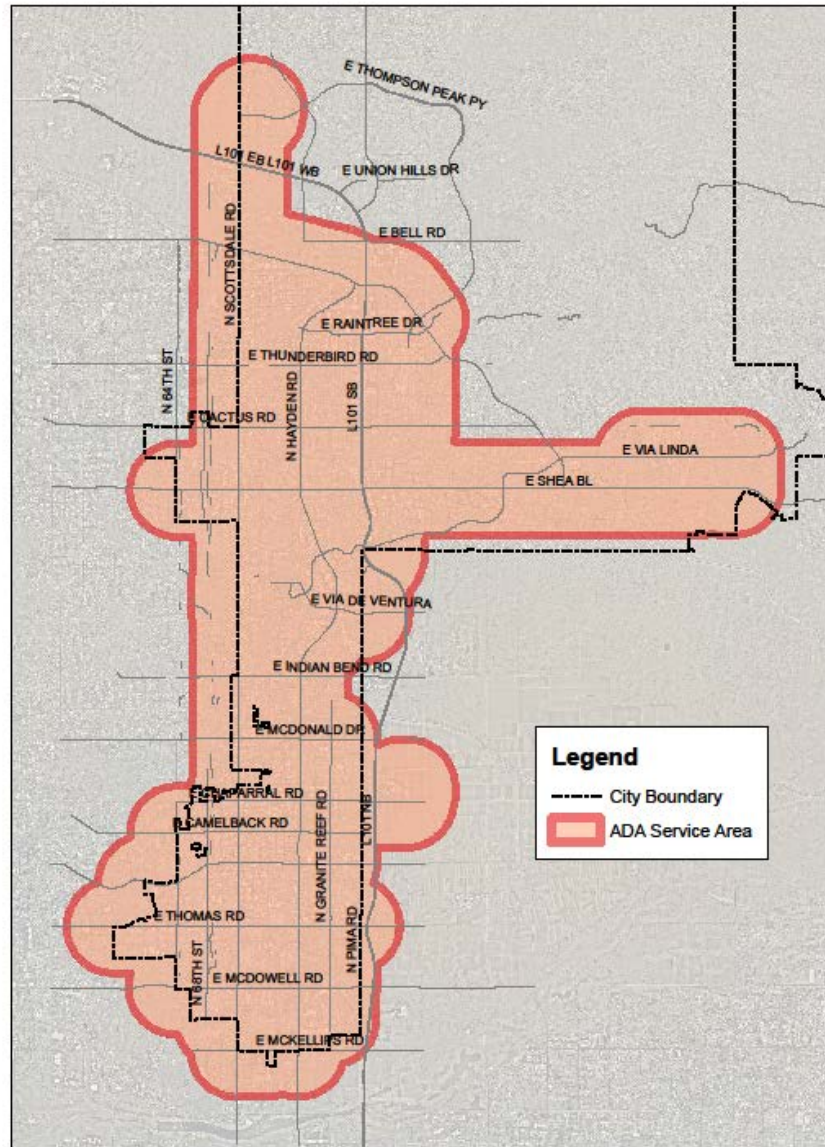




**Legend**

- City Boundary
- ADA Service Area

Map labels include: E THOMPSON PEAK PY, E UNION HILLS DR, E BELL RD, E RAIN TREE DR, E THUNDERBIRD RD, E VIA LINDA, E SHEA BL, E VIA DE VENTURA, E INDIAN BEND RD, E MCDONALD DR, E MCDOWELL RD, E MCKELLIPS RD, N 84TH ST, N 80TH ST, N 76TH ST, N 72ND ST, N 68TH ST, N 64TH ST, N 60TH ST, N 56TH ST, N 52ND ST, N 48TH ST, N 44TH ST, N 40TH ST, N 36TH ST, N 32ND ST, N 28TH ST, N 24TH ST, N 20TH ST, N 16TH ST, N 12TH ST, N 8TH ST, N 4TH ST, N 1ST ST, E 1ST AVE, E 2ND AVE, E 3RD AVE, E 4TH AVE, E 5TH AVE, E 6TH AVE, E 7TH AVE, E 8TH AVE, E 9TH AVE, E 10TH AVE, E 11TH AVE, E 12TH AVE, E 13TH AVE, E 14TH AVE, E 15TH AVE, E 16TH AVE, E 17TH AVE, E 18TH AVE, E 19TH AVE, E 20TH AVE, E 21ST AVE, E 22ND AVE, E 23RD AVE, E 24TH AVE, E 25TH AVE, E 26TH AVE, E 27TH AVE, E 28TH AVE, E 29TH AVE, E 30TH AVE, E 31ST AVE, E 32ND AVE, E 33RD AVE, E 34TH AVE, E 35TH AVE, E 36TH AVE, E 37TH AVE, E 38TH AVE, E 39TH AVE, E 40TH AVE, E 41ST AVE, E 42ND AVE, E 43RD AVE, E 44TH AVE, E 45TH AVE, E 46TH AVE, E 47TH AVE, E 48TH AVE, E 49TH AVE, E 50TH AVE, E 51ST AVE, E 52ND AVE, E 53RD AVE, E 54TH AVE, E 55TH AVE, E 56TH AVE, E 57TH AVE, E 58TH AVE, E 59TH AVE, E 60TH AVE, E 61ST AVE, E 62ND AVE, E 63RD AVE, E 64TH AVE, E 65TH AVE, E 66TH AVE, E 67TH AVE, E 68TH AVE, E 69TH AVE, E 70TH AVE, E 71ST AVE, E 72ND AVE, E 73RD AVE, E 74TH AVE, E 75TH AVE, E 76TH AVE, E 77TH AVE, E 78TH AVE, E 79TH AVE, E 80TH AVE, E 81ST AVE, E 82ND AVE, E 83RD AVE, E 84TH AVE, E 85TH AVE, E 86TH AVE, E 87TH AVE, E 88TH AVE, E 89TH AVE, E 90TH AVE, E 91ST AVE, E 92ND AVE, E 93RD AVE, E 94TH AVE, E 95TH AVE, E 96TH AVE, E 97TH AVE, E 98TH AVE, E 99TH AVE, E 100TH AVE.





# Pilot Program Characteristics

- Broker Model, contract with Total Transit
- Contract administered by Valley Metro
- Primarily taxi vehicles used as appropriate
  - Lift equipped vans used when needed
- Service providers
  - Broker provides 75%
  - Private companies and non-profit agencies provide 25%



# Pilot Program Goals

- Reduce capital and operating costs (vehicles/maintenance & fuel)
- Improve service quality

## Vehicle Fuel Efficiency Increase



From under 10 mpg



To over 40 mpg



# Performance Data

	FY 2012	FY 2013	FY 2014 (July-Dec)
<b>On Time Performance</b>			
- EVDAR System	97.2%	94.6%	98.6%
- Scottsdale	97.0%	98.9%	98.9%
<b>Complaints per 1,000 boardings</b>			
- EVDAR System	1.8	0.8	1.1
- Scottsdale	0.2	0.6	1.1

# Customer Feedback

	FY 2011 Survey	FY 2013 Survey
Phone Service		
- EVDAR System	92%	94%
- Scottsdale	93%	92%
Driver Safety		
- EVDAR System	97%	96%
- Scottsdale	96%	96%
Driver Courtesy		
- EVDAR System	96%	97%
- Scottsdale	96%	96%
Vehicle Cleanliness		
- EVDAR System	96%	97%
- Scottsdale	96%	95%
Vehicle Comfort		
- EVDAR System	89%	96%
- Scottsdale	87%	95%





# Financial Results

<b>EVDAR Total System</b>	<b>FY 2012</b>	<b>FY 2013</b>	<b>FY 2014 (July –Dec)</b>
Trips	202,812	251,830	141,874
Contractor Cost	\$8,600,072	\$6,708,548	\$3,851,339
Average Cost per Trip	\$42.40	\$26.64	<b>\$26.85</b>
<b>EVDAR Scottsdale</b>	<b>FY 2012</b>	<b>FY 2013</b>	<b>FY 2014 (July –Dec)</b>
Trips	42,308	48,089	27,581
Contractor Cost	\$1,807,550	\$1,029,102	\$693,915
Average Cost per Trip	42.72	21.40	<b>\$22.34</b>
<b>Cab Connection</b>	<b>FY 2012</b>	<b>FY 2013</b>	<b>FY 2014 (July –Dec)</b>
Trips	53,476	54,583	30,593
Program Cost	\$431,037.82	\$460,760.31	\$223,844
Average Cost per Trip	\$8.06	\$8.45	<b>\$7.92</b>



# October 1, 2013 Fare Increase Effect on Boardings

System	FY 2012	FY 2013	July - Dec FY 2014
Scottsdale EVDAR			
- ADA	23,635 (68%)	22,300 (46%)	14,198 (51%)
- Non ADA	11,334 (32%)	25,789 (54%)	13,383 (49%)
CAB Connection	29,852	54,583	30,593

# Results of Fare Increase

- Non-ADA boardings on Scottsdale EVDAR decreasing
- Cab Connection participants increasing (average 31 per month)
- Average Trip Cost to City:
  - Cab Connection \$7.92
  - EVDAR \$22.34

# Improvement Opportunities

## Administrative

- Implement trip-by-trip eligibility (restricted eligibility)
- Integrate with fixed-route service
- Improve data and reports
- Improve contractor accountability

# Improvement Opportunities

## Future

- Streamline Scottsdale to Phoenix trips
- Broaden Platinum Pass program
- Implement SmartCard





# Next Step, July 2014

- Revert to previous paratransit model
- Continue with Taxi Brokerage Model
  - Implement improvements

